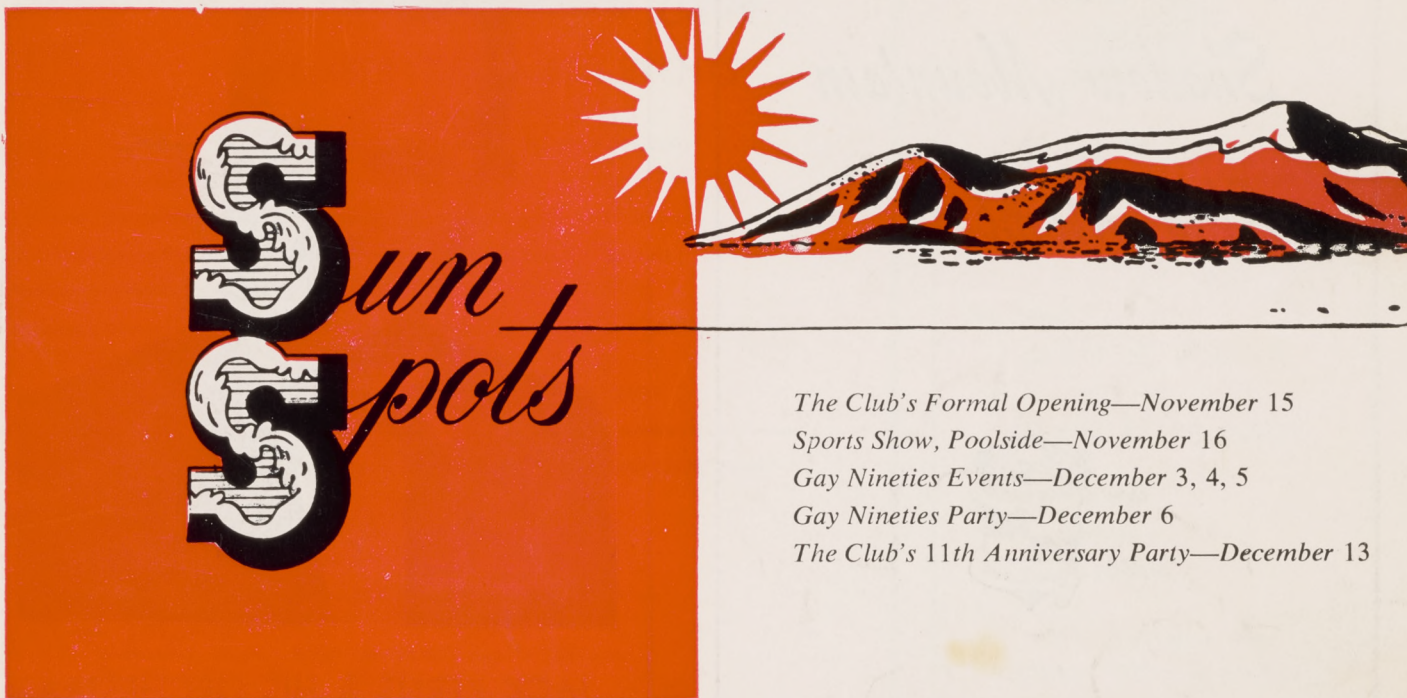


Shadow Mountain Club



The Club's Formal Opening—November 15

Sports Show, Poolside—November 16

Gay Nineties Events—December 3, 4, 5

Gay Nineties Party—December 6

The Club's 11th Anniversary Party—December 13



November, 1958

Palm Desert, California

Shadow Mountain Club Members . .



You are cordially invited to attend the

FORMAL OPENING

of the 1958-1959 Desert Season

SHADOW MOUNTAIN CLUB

PALM DESERT

Professional Entertainment

Saturday evening

November Fifteenth

Seven o'clock

\$7.50 Per Person
Early Reservations
Are Suggested

Formal Dress Optional



JACK KERNS & HIS ORCHESTRA

Open Their Second Season
at

SHADOW MOUNTAIN CLUB

at

THE FORMAL OPENING

November 15th

ENTERTAINMENT COMMITTEE

at Shadow Mountain Club

If the Mardi Gras . . . which was the Informal Opening . . . put on by the club's recently appointed Entertainment Committee is any criterion of things to come . . . there is no doubt that Shadow Mountain Club is off to a booming season and full of fun!

Those on the committee who give so much of their time . . . and of themselves . . . are listed below:

Mr. and Mrs. Ralph Hale
Mr. and Mrs. Hal Kapp
Mr. and Mrs. Clarence Bosworth
Mr. and Mrs. Jerry Malone
Mr. and Mrs. Stewart Trumble
Mr. and Mrs. Frank Sorenson
Cliff Henderson
Phil Franklin
Dick Kite
Jim Griffin

The Formal Opening (November 15th), which will have a nautical theme . . . will be the next endeavor of this highly talented committee.



Shadow Mountain Club

NOVEMBER - DECEMBER EVENTS

Saturday, November 15th—SHADOW MOUNTAIN CLUB'S FORMAL OPENING

Sunday, November 16th—Sports Show—Poolside—3:00 p.m.

Thursday, November 20th—Palm Desert Woman's Club Luncheon—12:30 p.m.

Saturday, November 22nd—TENNIS—Members Mixed Doubles Tournament

Sunday, November 23rd—TENNIS FINALS

Thursday, November 27th—THANKSGIVING DINNER—12:00 noon to 9 p.m.
\$4.00 Adult—\$2.00 Child—Reservations Suggested

Wednesday, Thursday, Friday—December 3, 4, 5—GAY NINETIES EVENTS

Saturday—December 6th—GAY NINETIES PARTY—\$5.00 per person—Reservations, Please

Saturday—December 13th—Shadow Mountain Club's ELEVENTH ANNIVERSARY PARTY

DINING ROOM—Frank D'Amico, Maitre d'

Luncheon—12 noon to 2:00 p.m.

Sunday Brunch (Buffet)—12:00 to 3:00 p.m.—With music for dancing

Dinner—6:00 p.m. to 10:00 p.m.

Wednesday—Western Buffet—served 6:30 p.m. to 9:30 p.m.

Saturday dinner—6:30 to 11:00 p.m.

DANCING—Friday, Saturday and Sunday from 7:30 p.m.
and for

SUNDAY BRUNCH—12:30 to 2:30 p.m.

COCKTAIL LOUNGE

Open 12 noon to closing

WEEKLY

Sunday Afternoon—Buffet Brunch 12:00 to 3:00—Music for dancing.

Monday—Women's Golf Ass'n—8:30 a.m. at Tee House.

Golf Luncheon—First Monday of each month.

Monday—Ladies' Tennis Clinic—9:00 a.m.

Wednesday—WESTERN BUFFET—\$2.50 per person. Cocktails—50c from 6:00 to 7:00 p.m.

Bridge and Canasta Luncheon—12:15 p.m.

Friday—Palm Desert Rotary Luncheon—12:15 p.m.

Ladies' Tennis Clinic—9:00 a.m.

SWIMMING — GOLF — TENNIS — SHUFFLEBOARD — TABLE TENNIS

JACK KERNS' ORCHESTRA

in the

Dining Room for Your Dancing and Listening Pleasure

CLUB CLOSED TUESDAYS

Please see Page 22 for "In This Issue" (Table of Contents)

CREDIT FOR PHOTOGRAPHY—VAL SAMUELSON

ON THE COVER

The lucky eleven on the cover denotes the beginning of beautiful Shadow Mountain Club's eleventh year in the desert.

EDITOR—Jewel Neal. SUN SPOTS Magazine is a chronicling of interesting events published at Shadow Mountain Club, Palm Desert, California, for the enjoyment of its members.



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THE GAY NINETIES

THE GAY NINETIES BALL

SHADOW MOUNTAIN CLUB
SATURDAY NIGHT—December 6th

honoring

The Horseless Carriage Club

of
Southern California

DANCING... ENTERTAINMENT

Dinner from Six-thirty
Five Dollars Per Person
(incl. tax and gratuity)

Early Reservations Suggested
Club Members Are Urged to
Come in Gay Nineties Costume



Col. Cliff Henderson, founder of Palm Desert and Shadow Mountain Club, photographed alongside his Lincoln Capri in front of the club with Gordon Howard (center), President of the Horseless Carriage Club of Southern California and Walter Fife with his 1907 Cadillac. To Col. Henderson goes the credit for his wonderful idea of honoring the HCC and bringing THE GAY NINETIES once again to the Desert.

THE CAKEWALK SOCIAL—Wednesday, December 3
DESERT POW WOW—Thursday, December 4
OLD TIME VAUDEVILLE—Friday, December 5
GAY NINETIES BALL—Saturday, December 6

The Shadow Mountain Club

The Shadow Mountain Club is a private and restricted club serving its members and their guests in the enjoyment of life in the sun at Palm Desert, California, the nation's most beautiful desert playground. Under the ownership and direction of Shadow Mountain Park, Inc., the club offers facilities that include swimming, tennis, golf, dining, dancing, poolside cabanas and a host of outdoor recreational activities. Address: P.O. Box 1018, Palm Desert, California. Telephone—Flreside 6-6123.

OFFICERS OF CLUB

S. Theodore Smith	President
James E. Wright, Jr.	Exec. Vice President
L. C. Lewis	Secretary
Gertrude M. Stretch	Asst. Sec-Treasurer

BOARD OF DIRECTORS

S. Theodore Smith	James Harstad
James E. Wright, Jr.	Kenneth E. Eckert
L. C. Lewis	Paul G. Jenkins
Andrew S. Moseley	Colin Cathrew
Clifford Henderson	Arthur C. Horner
George Douglas Jones	Henry F. Taylor

THE STAFF

Ray H. Stager	General Manager
Michel Munier, Jr.	Asst. Mgr.-Steward
Gertrude Stretch	Auditor & Office Manager
Jewel Neal	Director of Publicity
Frank D'Amico	Maitre d'Hotel
Leon Duray	Chef
Ann Clark	Social Director
Magda Rurac	Tennis Pro
Bob Pinnell	Golf Pro
Betty Crockett	Recreation Director
Frank Sorenson	Membership Director
Evelyn Sanders	Membership & Club Sec'y
Ruth Steiner	Receptionist

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IN PALM SPRINGS



290 North Indian Avenue

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Fine Selection Late Model Used Cars



Betty Crockett, the club's new Recreation Director, is not a newcomer, however, as she has been the Lifeguard at Shadow Mountain Club for the past three years. Betty has already mapped out a real fun program encompassing the 1958-1959 season.



Mike Munier, a newcomer to the club's staff—is well-known to the members. Mike recently assumed the post of Steward-Assistant Manager at Shadow Mountain and his many friends throughout the area are happy to welcome him and his family back to the desert.



Mrs. Ann Clark, the club's new Social Director, has worked in varying capacities of public relations and the promotion of social events at the Palace Hotel in San Francisco, the Beverly Wilshire Hotel in Beverly Hills and the Ambassador Hotel in Los Angeles.

Estelle of Beverly Hills

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and

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68-350 Highway 111, Palm Springs
Telephone: Fairview 8-3103



Club Closeups . . .

Who! When! Where!

By Gretchen Cheeseman

There were so many desert folk that traveled near and far during the summer months — that means July, August and September—and also there were many “stay-at-homes” during those months—one would think they would be quiet, uneventful months—but not so, with your ever-beautiful Shadow Mountain Club. There were barbecues at poolside, with swimming or dancing or both, movies on the lawn, and that spot seems to always have a good breeze, even on the warmest nights! There was always an interesting group who came late in the afternoon to swim and visit with their friends—the big July 4th Fun Fair, which brought large crowds during the day and evening! On the other hand, many members attended the Brussels Fair—steamship and plane travel took desert folk in all the directions—the far east, Africa, Australia, England, the continent.—to keep pace with these summer travelers was almost like going yourself. But now all are home again, meeting and greeting one another at their own Shadow Mountain Club. The Mardi Gras Ball was verily “old home week.”

In July, Mrs. June Crooker returned from Hawaii, only to go back to Chicago, Detroit and New York. The Tom Alongi family vacationed in Olympia, Wash., as did Win and Dorothy Andrews, Allen and Olga Worcester in Europe for two months—Dudley and Pat Steele were in Santa Monica, Don and Laura Hunter in San Francisco, Stew and Mary Trumble in Mexico for five weeks, the Bob Keedys at Laguna Beach, Mrs. Faye Kennebeck in Omaha, Nebr., and Wichita, Kansas, for a week or so, Cliff Henderson received his permission to enter Russia, Joe Hughes and BB Bechoff motored to New York City, Owen and Mary Hudson went all the way to Victoria, B.C., Louise and Major Slater spent three weeks in Hawaii, Hazel and Sam Arscott leased a house at Laguna Beach, Margaret and Jim Godsell at Hales Corner, Wis., Belle Keightley to Hawaii, the Charles Millikens to South America, Mrs. Thecla Fodor in Hawaii, Velma and Fred Blades enjoyed an extensive “motor” vacation, Georgia and Layton Waterman were in Europe for three months, Dr. and Mrs. Stanley Chambers, an extensive trip thru the South Pacific and the Orient, Dolly and Kay Olesen to Banff and Lake Louise, Mrs. Faye Pautz spent a few weeks in Hawaii, then to San Juan and Mexico City, the Ben Sponbergs spent the month touring the middlewest.

The “stay-at-homes” that were seen often at Shadow Mountain Club were many—a very festive event took place the middle of July. The marriage of Bonnie Graffin and Marvin Scott at the Community Church with a lovely reception in the Indio room. There was a tennis Round Robin every Thursday night. Among those seen at the Saturday night barbecues were Mrs. Pauline Findeison,



Mr. and Mrs. Andrew S. Moseley photographed on the occasion of their first visit to the club this season. Mr. Moseley is a past president of Shadow Mountain Club.

the John Vales, Charles Cadys, E. J. Oshiers, Arthur Carlsons, George Wallings, Ellen and John Moon, the Bob Coates, Ed Welcomes, Harry Cannons, Hal Kapps, Dick Kites, Dr. and Mrs. Bill Seals, Stephen Chases, Tom Foxes, L. C. Lewis', Clarence Bosworths and Don Huntoons. This group with many more made the Shadow Mountain Club Saturday night barbecues a “must”—Mr. and Mrs. Boynton Jones were here all summer and vacationed the month of September, Mr. Douglas Jones is around all summer, Mrs. Jones (Edith) goes to Lake Tahoe.

When the Shadow Mountain Club opened its doors after being closed the month of September, it was a real gala occasion, as everyone was back from long and short vacations. Bob and May Hanson, here earlier than usual and making a real “stay” this time, Charlotte Steward back from a two months' vacation over on the coast, Edith Eddy Ward and Mrs. Ward back from Lazy H and La Jolla, the Walter Markleys, Dr. and Mrs. P. Martin Baker, the Ralph Caplingers “in and out” all summer—L. G. Bairds and Gifford Salmons from a northern vacation, the Larry Cotners down from Thomas Mt., the Ralph Coplens from a Yosemite vacation, Bobbie Reichert, who spent a month in New Mexico with her daughter, Virginia, Pete and Dorothy Pierson home after a summer of golf at San Juan Capistrano.

NEW MEMBERS

Many new members joined Shadow Mountain Club during the summer season—we want you to see their names, so you can give them the usual cordial welcome that makes for friendships in the Club—may we introduce

Club Closeups--continued

Mr. and Mrs. Charles Whitaker, of Indio, Mr. and Mrs. Orvil T. Miller of Coachella, Mr. and Mrs. I. E. Staples of Palm Desert, Mr. Staples is the manager of radio station KCHV, Mr. and Mrs. T. H. Crane, Mr. Crane is president of the Palm Desert Sales Co., Maxine Henderson, Woodland Hills, Mr. and Mrs. Thomas E. Bruffy of So. Pasadena, Mr. and Mrs. Elisha Converse of Santa Paula and Palm Desert, Mr. and Mrs. Thomas Fox of Santa Monica, Mr. and Mrs. Hugo Boroch of Palm Desert, Mr. Sam Vince of Indio, Eloise Carpenter of Palm Desert, Mr. and Mrs. Robert Brewington of Indio, Mr. Brewington is manager of the J. C. Penny Co., Mr. and Mrs. John Mathewson of Los Angeles, Mr. and Mrs. George H. Irvin of Beverly Hills and Mr. and Mrs. Clifford Carling of Palm Desert.

* * *

Some of the members of Shadow Mountain Club started their vacations late and will not return until later this season—the Oberns, Earl and Ellen, will be in the West Indies for the whole winter season. Mrs. Edgar (Hazel) Sergeant and Mrs. C. Irving Poulsen (Cleo) did not leave for Europe until late Sept. and will not return before November—Hazel will come to the desert very soon after that but the Poulsens will be first of the year visitors—Mrs. George (Pat) Anderson—she spent most of the summer months in San Francisco—is here in her home now. The Harold Smiths, with their daughter, Marilyn Harstad and her small son left early for Detroit Lakes and a cool summer—Jim Harstad was here all summer directing the new additions to the Adobe. The George Wallings cooled themselves aboard their new forty-two foot cruiser in Newport Bay—George and Pinky have purchased a new home over there and will divide their time between desert and seashore! The Goodwins, Clarence and June, departed early to their Lake Arrowhead home and have just returned. Carl and Edna Henderson spent the summer in Santa Monica and Malibu, not returning until the middle of October. The Harry Holts did not spend the whole summer in Michigan as they have always done, they visited their son in Marblehead, Mass., and toured eastern Canada. Mr. and Mrs. Robert Reid of Chicago have arrived for the winter season—they have opened their newly decorated home on Joshua Tree St.

Mr. and Mrs. R. H. "Dick" Garvin of Oklahoma City were the first occupants in the initial Sandpiper Own-Your-Own garden partments this season with a score more new Palm Desert dwellers in the luxury community set to arrive within a few weeks. Mr. and Mrs. Rocky Harris of Tulsa, Oklahoma, Matt R. Grandon of Pasadena, Walter Stevens of Santa Monica, Mr. and Mrs. L. Earl Phillips of Anaheim, and many more new Sandpiper owners will be in residence there soon.

So those of you who traveled far and wide, or those of you who stayed at home or close by, to each and all of you it has been a fine vacation time. But there is a new thrill for all of you, and this is it—walking up to the entrance of Shadow Mountain Club—the cheery greeting from the receptionist, the click of the gate and lo! and behold! nothing you can experience could be more beautiful than the big pool, the sheltered terrace, the beautiful dining room, the fabulous Shadow Mountain Club! !



The Herbert Langlois, who are long-time members, enjoy dinner at the club on a recent visit to the desert.



Special Notice

*Ties and Jackets are Requested
for Gentlemen
After Six O'Clock*

IN MEMORIAM

*Shadow Mountain Club extends deepest sympathy
to the family of Mrs. Frances M. Drake of Rancho
Mirage, who passed away on Tuesday, October
21, 1958.*

Kaí Loa

Smart Attire for Women

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Fine Sandals
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Beautiful shops also in
Belmont Shore and San Marino

Teen Dinner Dance at Shadow Mountain



Artie Azdair's buddies toast him in milk in honor of his birthday.



Gathered around Punch Bowl with Recreation Director Betty Crockett serving as hostess—I. to r.—Cathy Malone, Ray Johnson, Buda Mero, Bobbie Myers and Susie Smith. Robbie Claiborne is standing directly behind Susie.



Teen Dancers—I. to r.—Barbara Keedy with Bill Cretz, and Jane Franklin with Marshall Rice.



I. to r.—Cathy Malone dancing with Ray Johnson and Bill Bradley with Pat Bacon. Partially hidden are Susie Shoop and Artie Azdair.

EARLENE'S

Formerly

LULU BELLE of PALM DESERT

POOLSIDE AT SHADOW MOUNTAIN CLUB

Is starting its second season with a fine selection
of resort wear for the ladies

EARLENE SCHILDGE, Owner

ATTENTION! TEEN-AGERS, HIGH SCHOOL & COLLEGE KIDS

Word comes from our new Recreation Director, Betty Crockett, that the Teen-Agers, High School and College Kids who function independently will plan dances, parties and other activities of interest to them throughout the 1958-1959 season at the club. Some of the events will be held in the Main Dining Room . . . others in the Snack Bar.

A MEETING OF THE OFFICERS OF THIS GROUP will be held every Wednesday at 4:30 p.m. in the INDIO ROOM.

WESTERN BUFFET—\$2.50
Every Wednesday—6:30 p.m.

A Western Buffet each Wednesday night from six-thirty to nine-thirty at Shadow Mountain Club . . . with so many delicious dishes from which to choose . . . is just one more taste thrill . . . with its barbecued pork spare ribs, its big beef ribs and chicken, as well as a variation of hot dishes along with a variety of salads . . . and all you can eat for the remarkable price of Two Dollars and Fifty Cents. Cocktails from 6 to 7 o'clock—Fifty Cents. GET UP A PARTY AND ATTEND THE WESTERN BUFFET NEXT WEDNESDAY NIGHT AT SHADOW MOUNTAIN!!!

CHILDREN'S ACTIVITIES
at Shadow Mountain Club

By BETTY CROCKETT

The following comprises the Winter Program at the club for the tiny tots up to and including the Cactus Cats:

Our Youth Program has been divided in the following age groups . . .

SHADOWS—5 to 7 years—will meet every Saturday from 12 noon 'til 2:00 p.m., with games, songs, dramatics and crafts. Luncheon . . . at 75c per child . . . will be served.

* * *

BIG SHADOWS—8 to 10 years, or up to and including the Fifth Grade will meet every other Friday, beginning November 14th, from 5:30 p.m. to 7:30 p.m. Dinner—\$1.25 per child.

There will be dancing, games, crafts, dramatics and special parties held on the designated evenings. On alternate Saturdays, the group will enjoy treks to the mountains, fishing trips, etc.

* * *

CACTUS CATS—11 to 13 years, or up to and including the Eighth Grade. This group will meet every other Friday, beginning November 7th, from 5:30 p.m. to 7:30 p.m. Dinner—\$1.25 per person.

There will be dancing, parties and planned special events in addition to regular meetings.

* * *

ANNUAL CHRISTMAS PARTY at SHADOW MOUNTAIN CLUB will be held on SUNDAY AFTERNOON, DECEMBER 21st FOR CHILDREN FROM ??? to 13 YEARS. PARENTS INVITED.

Palm Desert Sales Co.

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73-720 El Paseo
 Palm Desert, California

Travel Along

with
JAN AND GEORGE OLMAN

Did you enjoy your summer? We asked this leading question of a few and—they did! Virginia Field and Willard Parker left "The Parkers Lodge" and cruised to Copenhagen via the SAS Polar smooth flying route. Of the 20½ hours of flying, 11½ hours were over "nothing." Having such favorable weather that particular day, they flew nonstop from Winnipeg to Copenhagen eliminating the Greenland landing. Loved Copenhagen—visited a brewery in Elsinore, suburb of Copenhagen, and here too enjoyed the unforgettable sight of watching the dawn arrive over famed Hamlet's Castle. At the Fair in Brussels they were the American representatives at the Film Festival and one of the most fantastic evenings was spent dining 400 feet up in the air in the Atomium, the symbol of the 1958 Brussels World's Fair. From the giant port-holes of the restaurant practically floating in air, they looked over the spectacular panorama of the Fair and the city of Brussels! They golfed all over Europe on excellent courses, but best of all was the stay at beautiful Gleneagle's Hotel outside of Edinburgh, Scotland. Here they played both the King's Course and Queen's Course—36 holes per day. After this wonderful visit, they flew home and spent the rest of the summer in Malibu while Mr. Parker was shooting his "Tales of Texas Rangers."

Gladys and Albert Welle, Jr., found that Europe lived up to their every expectation! So much to see and do, it was difficult to "take it all in"—enjoyed in every city, the motor launch cruises through the city—the ride on the Seine in Paris, on the Thames in London, through the quaint canals in Amsterdam, every place as practically all major cities of Europe are built along the various rivers. The opera in Rome in the unusual setting of the ruins of the Baths of Caracalla—the Folies Bergere in Paris—the shows in London (one even mentioned Palm Springs)—they enjoyed every minute—and cruised to and from on the QUEEN ELIZABETH and QUEEN MARY.

The Layton Watermans turned the key of the "Gala Villa" and like the Parker's flew away to Copenhagen on SAS for a ten weeks' visit through Scandinavia and Europe—only three hours of darkness on their twenty-two hours' flight to Copenhagen! Highlights of their trip—the cruise along the Norway coast and into the magnificent and unbelievably beautiful fjords, the Jolster Glacier, the many bridges and waterways of Stockholm, the fantastic menu of hundreds of open face sandwiches at Oskar Davidson's in Copenhagen. Flying next into Berlin, they toured both east and west Berlin, then on to the Black Forest and the famed Casino at Baden Baden with its beautiful antique furnishings and magnificent crystal chandeliers. In Vienna they enjoyed watching the drill of the Spanish horses, traveled on through Austria to Innsbruck and over the

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Diamond 7-3754



139 S Palm Canyon Drive, Palm Springs, California

FAirview 5-2756

historic Brenners Pass to Venice, city of picturesque canals, leisurely floating gondolas, glass shops, magnificent architecture and beautiful music. The highlight of their week in Switzerland was the visit to the Rhone glacier where they had the unusual experience of walking under the ice! St. Moritz, famed ski resort of Davos—the wonderful Alps! Flying enroute over Switzerland they were so fortunate to have one of the unusually clear days when they could photograph the famous peaks of the Alps from the air. In Paris, the opera, the fashion showings (Mrs. W. wanted to go—Mr. W. said he "was dragged")—by helicopter to Brussels and the Fair—home via Sabena—and "Very happy to be home in Palm Desert!"

In the opposite direction—Belle Keightley loved her Hawaiian cruise and visit! Sailing over on the Matson Lines, she met wonderful congenial table companions the first night at sea and from there on, the six of them had grand fun together on the ship and in the Islands. They were all staying at the Halekulani and all but one returned on the same sailing! She visited Hawaii and Kauai and so enjoyed the scenery and the wonderful Hawaiian people. Met Babe and Betty Beck at the perfume factory and then found Fay Pautz shopping along Kalakaua Avenue (the Palm Canyon Drive of Waikiki). She had flown over for a stay at the Surfrider—then continued her travels by flying to New York and on South to island-hop through the Caribbean! The Becks had cruised one way by Matson Liner and one way by air—spending three wonderful months in the Islands. Loved meeting the native Hawaiians, Chinese, Japanese and Samoan people. Enjoyed their concerts, dinners and luaus and native dances. Also helped the Navy celebrate the 50th Anniversary on Oahu at Pearl Harbor! More Next Month!

Along the Blue/Chip/Strip

A beautiful new shop in Palm Desert presided over by JOHN MOON is called THE PLAYHOUSE. Here you will find a complete stock of games, hobbies, cameras . . . including the Polaroid Camera . . . and this shop offers eight-hour photo finishing for your convenience. It is located at 73-720 El Paseo or call Fireside 6-6797.

* * *

The KAI LOA SHOP with smart attire for women, located in the new Palm Desert Shopping Centre, has an even more complete stock this season than last, including lingerie, frothy morning coats, dresses, sweaters of all kinds, including sets, as well as the jeweled or bulky kind.

* * *

DR. E. M. BROWN . . . a chiropractor well-known in this area . . . would like all of his friends to know that he is now located at 72-162 Highway 111 — Fireside 6-6054. DR. BROWN specializes in FACIAL REJUVENATION.

* * *

VALLEY LUMBER in Palm Desert . . . under the guiding hand of DON HAMILTON . . . still continues to furnish the finest in housewares, Gerber cutlery, electrical appliances, glassware, paints, tools, and lumber along with so many other things too numerous to mention. Call DON HAMILTON at Fireside 6-6489 for further information.

* * *

L. C. LEWIS is in his TWENTY-EIGHTH YEAR of "Exclusively Insurance" so when it is time to have that next policy written . . . a call to Fairview 8-2224 is all that is needed.

* * *

ESTELLE'S of BEVERLY HILLS has recently opened a beautiful shop adjacent to the new Palm Desert Shopping Centre. This shop . . . the FIFTH now in operation under the ownership of IRVING APPENBERG . . . specializes in all phases of beauty work and in particular . . . HAIR COLORING . . . created just for you. For appointment, call Fireside 6-6031.

* * *

HALE'S MEN'S WEAR in Palm Desert has a complete stock of Palm Beach sports coats, suits, pro slacks, shorts and just about everything else for desert living.

* * *

THE STUDIO Apartments . . . 450 Chuckwalla, Palm Springs offers the finest accommodations by day, week, month or season. A call to TROLLY BERNHARD at FAirview 4-9769 will bring complete information.

* * *

RUBY ANDERSON of the SLIM GYM SALON is a graduate masseuse and one of the finest in the business as many a Palm Desert resident can testify. Call Ruby at FIreside 6-6863 to discuss your weight problem. You'll look better and feel better if you'll put yourself in her hands.

(Continued on page 18)

NOWHERE (but nowhere) IS THERE A MORE EXCITING SHOW-SPECTACLE!

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★ Spicy Mademoiselles

★ Eye-stunning Grecian Pool Scene

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Ruby Anderson

Graduate Masseuse

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MARDI GRAS AT SHA



A Leon Parlin



2



3

(1) On left—Ella Lou and Hal Kapp, and Pat Ritchie (who set Dame Fashion back twenty-years with his outfit) dancing with a well-masked partner. (2) From left—Judy Aronson, Jerry Malone and daughter, Cathy. (3) l. to r. (seated) Briggs Bosworth, at head of table, a guest, the Tom Clarks, the Paul Jenkins'—(although Mrs. Jenkins cannot be seen) and the Clarence Bosworths, who seem to

ADOW MOUNTAIN



artin Production



4



5



6

have an extra head between them. (4) Vocalist Willa Knight, formerly with Horace Heidt's Band. (5) The Bob Coates' (center) entertained famous columnist Art (Ham On Ryon) Ryon and Mrs. Ryon on the occasion of their wedding anniversary. Mrs. Henry Cheeseman, in blackface, is partly hidden. (6) And here we have Briggs Bosworth emulating the Spirit of Mardi Gras.



Something Personal

By JEWEL NEAL

Shadow Mountain Club's ELEVENTH YEAR was gotten off to an auspicious start on October 3rd by an "Open House" sponsored by the Chamber of Commerce. A little more than a week later . . . October 11th, to be exact . . . saw the Informal Opening of the club, attended by close to five hundred members and their guests. -----

"Mardi Gras" was the theme for the Informal Opening and Dance Director Leon Partin put on a fabulous stage show . . . complete with gorgeous costumes and beautiful girls. This may have been the most lavish show ever staged at Shadow Mountain; certainly it has outshone anything in recent years. It was truly a fun packed evening with the merry-makers arriving early and staying late. An hour after the bar and all facilities were closed down for the night . . . they were still trying to clear the club with no great success. Suffice to say that all who came apparently enjoyed themselves immensely, getting the club off to a happy start for what looks like a bang-up season!

Our new Recreation Director . . . Betty Crockett . . . (who has been with Shadow Mountain for the past three years as its lifeguard), launched the first of the season "Teen Dinner Dance" on October 25th in the Manzanita Room. When it was discovered to be Artie Azdair's birthday . . . the orchestra promptly played "Happy Birthday To You" and all of his buddies toasted him in milk . . . to the complete undoing of Artie.

Word comes from Mrs. Faye Kennebeck that Allison, the infant daughter of her son and his wife . . . the John Kennebecks . . . was the first to use the white marble and bronze baptismal font in Palm Desert's beautiful new Church of the Most Sacred Heart.

Plans are well under way for a GAY NINETIES WEEK in Palm Desert and at Shadow Mountain Club Beginning December 3rd, to which all Horseless Carriage Club Members in Southern California have been invited. Hilarious festivities at the club beginning Wednesday, December 3rd are planned . . . such as THE CAKE-WALK SOCIAL, OLD TYME VAUDEVILLE, THE DESERT POW WOW . . . all climaxed by THE GAY NINETIES COSTUME BALL Saturday night, December 6th. Recalling the enjoyment had by all of us last May when this wonderful group of people descended en masse in their beautifully reconditioned old time cars and their fabulous costumes . . . (H.C.C. Club Owners must dress in the same period as the car they are driving) . . . every day of their stay in Palm Desert will undoubtedly be a red letter day!

Cliff Henderson's beautiful Firecliff Lodge is in full swing under the management of Mr. and Mrs. E. P. Coleman (Dotty and Chink) who arrived a short time ago from Phoenix, Arizona. One of their first innovations was a daily radio show emanating from the cocktail lounge at Firecliff at three-thirty in the afternoon handled by KDES, with Frank Day doing the announcing.

Just one more indication of how this wonderful town of ours is growing in leaps and bounds . . . the capable Deenie Young . . . long a familiar figure in Palm Desert, has been appointed to head up an office here for the daily Desert Sun.

The Arthur Letherbys . . . along with the Charles Millikens entertained Commander and Mrs. Reggie Venable (Fay Bainter) at dinner recently at one of the Western Buffets at the club.

It's good to see Phil Franklin . . . Chamber of Commerce President . . . up and around again. Phil took a nasty tumble off the roof of his home not too long ago while trying to adjust his TV aerial . . . and wound up in the hospital.

Shadow Mountain Club members are the travelingest people in the world even when, to their way of thinking, they are staying at home. For instance, Mr. and Mrs. R. Kennedy Hanson, owners of the new Palm Desert Shopping Centre . . . in the past few weeks have been to their place in Maryland . . . then to Palm Desert . . . then to Albuquerque to visit their daughter and son-in-law, Captain and Mrs. Warren Flaherty . . . and most recently have returned once more from a flying trip to Phoenix.

Mrs. Eleanor Germeaux entertained Dr. and Mrs. Preston H. McClelland of UCLA and Dr. and Mrs. Richard L. Smith at the club recently. Both families are from the Pacific Palisades and Dr. Smith is the noted radiologist associated with the Santa Monica Hospital.

Mrs. Charlotte Steward played hostess to Mr. and Mrs. Hal Baldwin . . . new residents in Palm Desert . . . and Mrs. Ada Magnuson at a dinner party in the beautiful dining room at the club.

The Palm Springs Sports Car Victory Dinner was held at the club under the auspices of Mr. and Mrs. Al Fleming of Encino, long time Shadow Mountain Club members, and many beautiful trophies were awarded.



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Frank
Sorenson

Membership Director

On New Memberships

Inaugurated this season is a series of monthly cocktail parties, designed to acquaint new Shadow Mountain Club members with the Board of Directors and with each other . . . making it possible for members to become accustomed to their club and to quickly discover the pleasure and good-fellowship there is to be found here.

The first Cocktail Party . . . to be held Friday, November 14th, from seven to eight o'clock . . . for sponsors and their new members which were signed up during the month of October, 1958, will kick off the series.

ATTENTION! ALL MEMBERS!

Be sure to get in your new member this month so you, too, can participate in the next "New Member-Sponsor Cocktail Party" in December.

* * *

This past year has seen a concerted effort on the part of all concerned at Shadow Mountain to enlarge our roster as this will make it possible to add even greater facilities for the enjoyment of all, and it is suggested that the TIME IS NOW for each member to seek out desirable individuals to sponsor for membership at Shadow Mountain.

As an added inducement . . . the club will soon have one of the finest eighteen-hole golf courses in the entire area. The new golf course, added to an enormous swimming pool . . . certainly one of the most beautiful in the country . . . championship play tennis courts, an intriguingly set-up Kiddieland with carefully supervised instruction for the little ones, and so many more assets . . . for health and fun . . . it would be difficult to list them all, will make membership in Shadow Mountain something to be even more desired in the near future than in the past.

For the sophisticate . . . when the sun goes down behind the mountains each day . . . the tastefully refurbished cocktail lounge awaits . . . complemented by the exciting cuisine of Chef Leon Duray in the beautiful dining room. The large dance floor is ever available with dancing on week-ends the early part of the season . . . and nightly when the season is in full swing!

* * *

It is suggested that present members invite close friends to visit the club a time or two as their guests so that they may share mutually the facilities for pleasure and health offered here and in that way desirable individ-



New Shadow Mountain Club Members—Mr. and Mrs. Ted Crane. Mr. Crane is President of the Palm Desert Sales Company.

COMING EVENTS AT SHADOW MOUNTAIN CLUB 1958-1959 SEASON

1958

- November 15—THE FORMAL OPENING
- December 6—GAY NINETIES NIGHT
- December 13—ELEVENTH ANNIVERSARY PARTY
- December 31—NEW YEAR'S EVE

1959

- January 24—(Tentative) THE SHADOW BALL
- February 17—THE ALADDIN BALL
- March 13—(Tentative) FIESTA NIGHT
- April 17—(Tentative) MONTE CARLO NIGHT
- May 16—THE LUAU

uals will undoubtedly find themselves interested in Shadow Mountain.

If you will furnish our Membership Director, Frank Sorenson . . . pictured above . . . the names of such persons as prospects, you will be doing your part to help build up the club and put it in a position to add even greater facilities for your enjoyment. Mr. Sorenson will contact these people, giving you full credit when the membership is authorized, which will automatically place you on THE SHADOW MOUNTAIN CLUB HONOR ROLL.

Your contacting Mr. Sorenson at the club today with the names of your prospects would indeed be appreciated.

... Ladies' Golf ...

SMC'S WOMEN'S GOLF ASS'N

Word comes to us from Louise Gunsolus that twelve members of the Women's Golf Association of the Shadow Mountain Club showed up for the first game of the season, Monday, October 6th.

Winners for the three nine-hole flights were:

First Flight—Beth Fisher

Second Flight—Lorraine Vallat

Third Flight—Jean Wood

The Golf Association's president, Dorothy Pierson, presided at the delightful luncheon meeting in the Indio Room at the club following the play. To prove that the ladies—as well as the gentlemen at Shadow Mountain—love their game, fifty-nine members turned out for the first golf luncheon of the season. New members included were:

Bobby Reichert

Fran Hodgmen

Be Be Bishoff

Barbara Royce

Edy Jones

Eloise Carpenter

Betty Basard

Marion Crane

Winifred Kudell

The door prize—donated by Barbara Royce from her fine Kai Loa Shop—was won by Vivian Jones.

TEE HOUSE FACE-LIFTING

The Tee House—headquarters for the Women's Golf Association at Shadow Mountain—has had a face lifting. The beautiful new decor was created by none other than the well known partnership of "Crux and Pierson," and will undoubtedly add greatly to the pleasure of all for the coming season.

"SIZZLE-SIZZLE"

Now it can be told—On Monday, October 13th—it was so hot out on the golf course when the ladies met for their regular Monday morning play, that June Crux went out to gather them all in before they were overcome with the heat. Now, of course . . . there is no such problem—with the temperature hovering around the low eighties.

MONDAY—LADIES' FUN DAY AT SHADOW MOUNTAIN

The Women's Golf Association drew quite a crowd which played golf in the morning on Monday, October 20th and then adjourned to the club house for a fine luncheon. Bridge was very much in evidence immediately following lunch and it is really beginning to look like "Mondays will be Fun Days" for the ladies at Shadow Mountain.

Winners in the tournament Monday, October 20th, were Maude Donovan, Helen Teaze and Jean Wood.

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MIXED TWO-BALL FOURSOME

Eighteen couples competed in the first Mixed Two-Ball Foursome of the season Sunday, October 26th.

Mary Jane Munns and Dr. P. W. Seals scored top honors, with second prize going to Dorothy Pierson and Dr. Charles Newcastle. Third prize winners . . . Beth Fisher and Jim Drugan.

The players enjoyed refreshments and "Golf Talk" in the Tee House after the play and hostesses for the day were June Crux, Maude Chambers and Dorothy Pierson.

MORE GOLF

Ruth Gerlach, Helen Teaze and Eileen Wood won low net in their respective flights, Monday, October 27th.

Later a number of the "gals" enjoyed lunch at the club, followed by bridge.

MON WALLGREN TROPHY

There is a strong rumor going around that many of the social members have been seen practicing their putting . . . and cocking a definite eye towards the annual "Mon Wallgren Trophy" putting contest which is staged each year in March.

SMC'S MEN'S GOLF ASSOCIATION

It is good to see Shadow Mountain Club's Golf Pro—Bob Pinnell—around once more—and we will be looking forward to information on the Men's Golf Club, which was having its first meeting as SUN SPOTS went to press!

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Along the Blue Chip Strip

(Continued)

COACHELLA VALLEY SAVINGS & LOAN ASSOCIATION continues to be a tremendous factor in the growth of the desert with offices in Palm Springs, Indio and Palm Desert. TED SMITH is the Licensed Representative in the Palm Desert office. For any assistance you may require, please telephone Fireside 6-6129.

* * *

JOE'S LIQUOR and GOURMET PANTRY in Rancho Mirage laid in a heavy stock of inexpensive costume jewelry; now JOE wants to clear the space it is taking up for more suitable merchandise, which will fit in with the rest of his stock so now is the time to get some real bargains!

* * *

CHRISTINE'S LOVELY SHOP in the new Palm Desert Shopping Centre has laid in a complete line of Christmas cards on which your name can be imprinted . . . or not . . . just as you like. A visit to CHRISTINE'S will also give you an opportunity to look over her wonderful and well thought out stock of gifts . . . for now and the coming holiday season.

* * *

TONI KING'S COIF SHOP in the New Palm Desert Shopping Centre will soon celebrate its first year which, under the capable supervision of LISA KING, MANAGER, has been quite successful. MR. FREDERICK, formerly of San Francisco & Beverly Hills, is now associated with the Palm Desert Shop. For complete beauty service . . . call Fireside 6-6970 . . . for appointment.

* * *

Business is booming with Chuck and Sallye Yates of YATES MUSIC CO., with stores in Palm Springs, Beaumont and Indio; there is no doubt that the YATES MUSIC COMPANY has sold more pianos and organs . . . as well as any other conceivable type of musical instrument . . . to the residents of the desert than any other organization of its kind in the area. Call CHUCK or SALLYE evenings at Fireside 6-6657 for any service in music!

* * *

JERRY MALONE'S UNION OIL SERVICE specializes in beautiful waxing of cars and also has the HERTZ Rent A Car SYSTEM available for those who like to fly and leave their cars at home. The telephone number is Fireside 6-8334.

* * *

JEANNETTE CONSTANTINO in The Center . . . Fireside 6-6790 . . . is offering the same fine SECRETARIAL SERVICE including mimeographing . . . Thermo-Fax copies . . . and the taking of dictation from busy executives in the desert vacationing.

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JIMMY GRIFFIN and JACK QUESNEL of the SAND-HO CARPET COMPANY offer a SHOP AT HOME SERVICE . . . with FREE ESTIMATES on custom furniture, custom draperies, etc. A call to either of these fellows at Fireside 6-6679 will bring complete information.

(Continued on page 19)

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Along the Blue Chip Strip

(Continued)

ED MULLINS' PALM DESERT PHARMACY in the Patio Shops continues to uphold a high standard of service and quality merchandise. Recently added to its stock was the wonderful Helena Rubinstein brand of cosmetics. And most important of all . . . YOUR PRESCRIPTIONS CAREFULLY COMPOUNDED. The telephone number is Fireside 6-6384.

* * *

JACK CUNNYNGHAM'S restaurant . . . THE HUT . . . is well patronized by Palm Desertites who enjoy good food at reasonable prices. JACK also offers CATERING SERVICE so call him at Fireside 6-6887 the next time you plan a big party.

* * *

MRS. HUDSON B. WERDER'S beautiful SHADOW MOUNTAIN TERRACE approved by the A.A.A., as well as Duncan Hines, offers the finest accommodations . . . by day . . . by week . . . by month. Call Mrs. Werder at Fireside 6-6252.

* * *

JOE'S LIQUOR & GOURMET PANTRY in RANCHO MIRAGE has recently acquired The Barkeep Line by Mr. Woodpecker . . . a line of good-looking gifts for that bar at home. Also, JOE has a very complete selection of IMPORTED and DOMESTIC WINES, including Champagnes, at reasonable prices. There is a TERRIFIC SPECIAL on Vodka going on right now giving everyone an opportunity to stock up. Call Fairview 8-2807 for further information.

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* * *

Another new business—V & H LAUNDROMAT—has come to Palm Desert. VELMA & HERMAN HENDERSON are well known in the area and they are offering a local pick up & delivery service. The V & H LAUNDROMAT is open daily from 8:00 A.M. to 6:00 P.M., (except Sunday). The telephone number is Fireside 6-6049.

* * *

This will delight the ladies! Another new shop . . . SOUTHLAND CASUALS . . . with exclusive but not expensive women's wear is located in Ed Welcome's new building on Highway 111, next door to ESTELLE OF BEVERLY HILLS. Marie J. Reynolds, who also has a fine shop in Encino, will specialize in intimate wear with such fine lines as Vanity Fair, Lily of France, Fisher and Lolanda. SOUTHLAND CASUALS plans on outfitting its patrons "from the skin out!"

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PALM DESERT

TENNIS TIPS

By MAGDA RURAC

One of the first duties of a tennis pro is to improve the calibre of the game in his/her club. The best way to do this is, of course, through private or group lessons; however, since lessons are not always possible for each individual, I believe the following will be helpful.

Most of the tennis played in private country clubs is done by groups of four . . . Men's, Ladies' or Mixed Doubles. In viewing the members on the court . . . you may be interested in these personal observations:

MEN'S DOUBLES—The team receiving . . . both players are at the base line or one is two feet from the net, with the receiver five to six feet behind the base line. For the team serving . . . the player at the net has one foot in the alley and the other in the court, or he is 'way back on the service line. The server is serving from either the far corner or from the middle of the court instead of the middle distance between the center of the court and the far corner.

LADIES' DOUBLES—None of the players will play at the net. It seems that all ladies have an absolute horror of the net. If one of them gets up the courage to play the net . . . then the other remains rooted to the base line, and they play the ball back and forth until an error is made. Many of our women players actually believe that they should play at the base line.

MIXED DOUBLES—Of all the doubles . . . Mixed Doubles seems to suffer the most. Many good players refuse to enter this event and laughingly refer to it as "Mixed Up Doubles." Often the man seems to think that he is supposed to play the whole court and every ball hit . . . then what he misses, is for his partner. She . . . and rightly . . . fears everything on the court . . . and her partner mostly. Often the man thinks it is his bounden duty to change the rules so he can serve and receive all the time . . . and if he can manage it, he'll love it and get a lot of exercise! In a case like this . . . the lady considers herself lucky not to get hit in the head by her partner while she attempts to hit an overhead . . . which normally is considered hers.

I could go on and on, of course, but the foregoing will give you an idea of some of the things not to do.

As tennis is played for fun . . . it is an established fact that the better one plays . . . the more fun there is to be had.

To give you an idea of how to play better doubles, it would be well to keep the following facts in mind:

1. First of all remember when playing doubles . . . play as a team. This means divide the court in two and each one takes care of his own side.

In moving to the net or back, move in line . . . not one forward and one back.

2. Play the net together as much as possible, and the base line as little as possible. It is more fun to play the net and easier to win a point there than at the base line.



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3. Take your time and take advantage of the serve. Don't rush your serve and lose it.

4. Unless your return of serve is very poor, go at the net as the team which takes possession at the net first is more likely to win the point.

5. If your partner makes an error, don't get upset . . . everybody makes errors . . . including you.

6. When a ball or a point is in question, give your opponent the benefit of the doubt. By doing this you gain a psychological advantage and win respect and admiration from everyone.

Now with these new tips on tennis, I'll be waiting with a great deal of interest to see what happens on the courts at Shadow Mountain Club.

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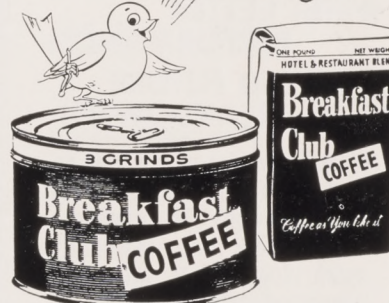
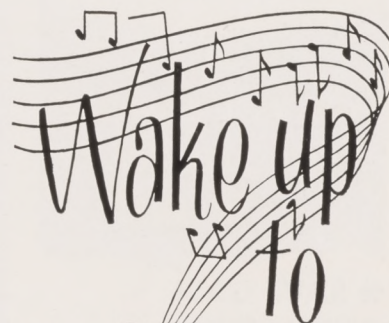
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NOTICE

Word comes from Mr. G. G. Barnard of the Balboa Club, De Mazatlan, S. A., V. Carranza 103 Mazatlan, Sinaloa, Mexico that privileges will be extended to Shadow Mountain Club members on a one-time guest card when they are in that vicinity.

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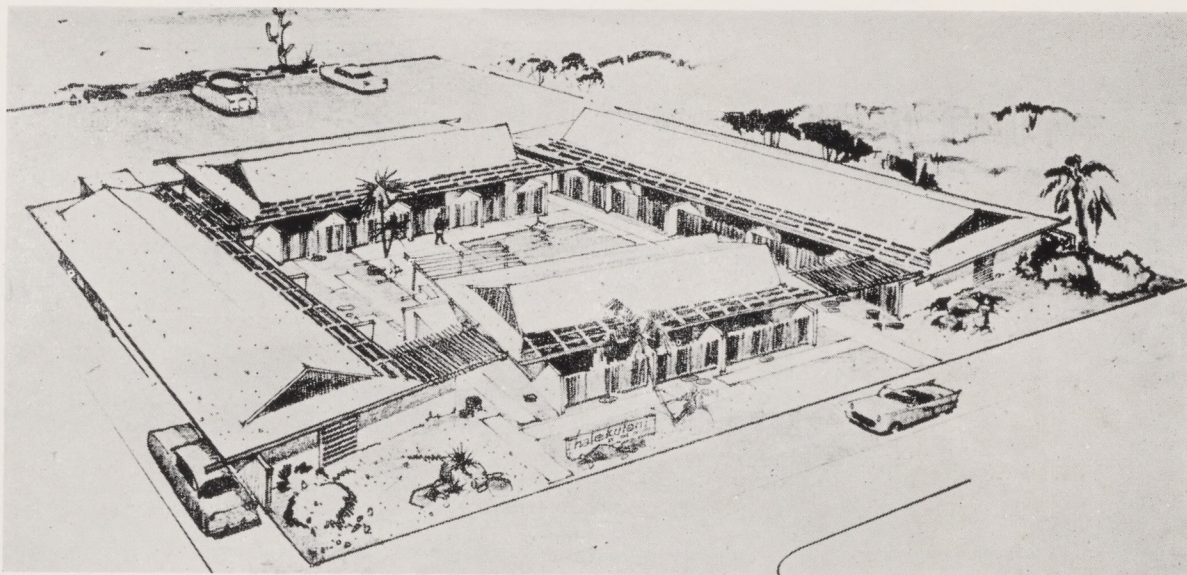
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